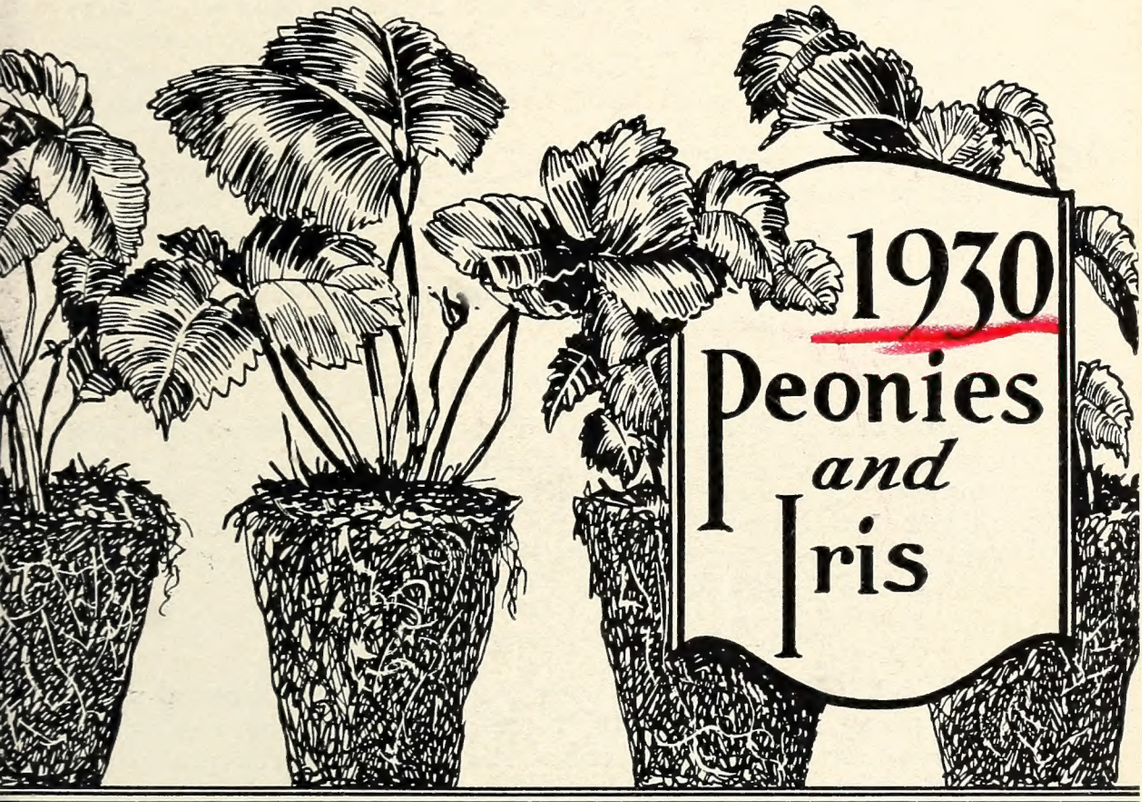
Historic, archived document

Do not assume content reflects current scientific knowledge, policies, or practices.

62

Mid-Summer Planting Guide

Strawberries
Pot-Grown



Lovett's
Nursery
Little Silver, N. J.

Please Read This Page Carefully

HOW TO ORDER. To insure receipt of stock when wanted, order as early as possible. Use our regular order blank, as we can more quickly check and fill order. Be sure that your name and address are clearly written. In your address give post office, county and state, and state clearly to what point goods are to be sent. If shipping address is different than residence post office, be sure that you give us the correct shipping point. To avoid error, and to check off plants when they arrive, keep a correct copy of your order. Ladies will oblige us by prefixing their names with "Mrs." or "Miss." No change or countermand of an order may be considered as final without our written consent.

SIZE OF ORDER. Orders of less amounts than $1.00 cannot be accepted, and payments are invariably in advance. Plants may be sent C. O. D., however, if 25 per cent of the amount is forwarded with the order—with return charges added.

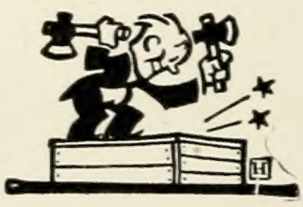
Six plants and fifty plants of a variety will be supplied at the dozen and hundred rates, respectively. Less than fifty, dozen rates; and orders for less than six plants of a variety cannot be accepted.

For lots of 500 or over, a discount of 10 per cent off the 100 rate will be granted.

SUBSTITUTION. It is our custom, should the supply of a variety become exhausted (which occasionally occurs in all nurseries), to substitute in its stead a similar sort, properly labeled, of course. When it is desired that we shall not do this, it must be so stated in the order. To simply affix the words "No Substitution" is all that is necessary.

PACKING. Is executed with the utmost care. Special pains are taken to pack lightly, thereby reducing the expense of transportation to a minimum. All goods at prices quoted are packed free. Everything is labeled.

SHIPPING. Express shipments are the most satisfactory for Pot-grown Strawberry Plants. On account of the heavy ball of earth at the roots, they cannot be mailed easily, and the delays of freight shipments are often fatal to them.



Weight when packed: Pot-grown Strawberries, 3 lbs. per dozen, 24 lbs. per 100. Please send money enough to pay postage in addition to cost of plants ordered, when shipment is to be made by mail.

ORDER FOR

LOVETT'S NURSERY

Little Silver, N. J.

Date ..... 19.....

Name .....
Mr., Mrs. or Miss—write plainly

Street or Rural Route .....

Post Office .....

County ..... State.....

Ship by ..... To .....
Mail, Express or Freight

Enclosed find sum of .....

Quantity	VARIETY AND SIZE	Dollars	Cents

☞ Add proper amount of postage on goods to be shipped by Parcel Post. If more than is needed is sent the surplus will be promptly returned.

(Over)

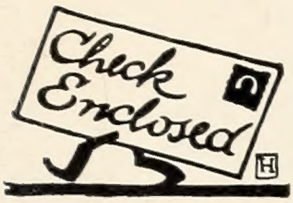
Quantity	VARIETY AND SIZE	Dollars	Cents
	Total Amount of Order		

Add proper amount of postage on goods to be shipped by Parcel Post. If more than is needed is sent the surplus will be promptly returned.

SEND CATALOGUE TO YOUR FRIENDS

We would appreciate it if you would write below the names and addresses of those who you think might like to receive our catalogue.

Name	Address



TERMS. Post Office Money Order, Registered Letter, New York Draft, or Express Money Orders are the safest ways of making payments. Enclose your remittance with the order.

Prices mentioned in this pamphlet include packing and delivery to the forwarding agents. Our control ceases there, and our responsibility also.

These prices assure you sturdy, well-grown plants, carefully packed, F. O. B. shipping point—they do not include transportation charges.

Information about Parcel Post and Rates of Postage

MAXIMUM WEIGHT. 70 lbs., in first, second and third zones; 50 lbs. in all other zones.

INSURANCE AGAINST LOSS. 5c pays up to $5.00; 8c up to $25.00; 10c up to $50.00, and 25c up to $100.00.

RATES OF POSTAGE WITHIN U. S.

	1st Pound or Fraction	Each Add. Pound or Fraction
1st and 2nd Zone	7c	1c
3d Zone	8c	2c
4th Zone	8c	4c
5th Zone	9c	6c
6th Zone	10c	8c
7th Zone	12c	10c
8th Zone	13c	12c

WESTERN UNION TELEGRAPH
Little Silver, N. J., and Red Bank, N. J.

POSTAL TELEGRAPH
Red Bank, N. J.

LONG DISTANCE TELEPHONE
No. 2200, Red Bank, N. J.

OUR LARGE GENERAL CATALOG

Our Large General Catalog and Fall Planting Guide Containing Special Offers are Issued Yearly

These Catalogs gladly mailed on request.

Strong fibrous rooted strawberry plants developed in individual pots ready for transplanting into your garden.

Pot-Grown Strawberries Best for the Home Garden

The illustration above shows why Lovett's Pot-grown Strawberry plants thrive and produce such wonderful crops. The heat and dry weather of late summer ordinarily retard the growth of struggling field-grown layer plants. Lovett's Pot-grown plants are practical for home culture, developed in their own soil, under correct growing conditions—the extensive and fibrous root growth has been long established so that the plants suffer no set back when transplanted and are able to withstand the most severe conditions and produce enormous crops the next season.

Now It's Easier Than Ever to Grow Strawberries--Plant Lovett's Pot-Grown Plants

Years of experimenting have convinced growers that Pot-grown Strawberry plants can be depended upon to produce larger crops of larger berries than the usual field-grown layer plants.

For best results pot-grown plants should be planted reasonably early in the season, that is to say, prior to October 1st.

Your plants are the best I have ever received from any Nursery and I have been buying all over the country. It was only by chance at our Garden Club that I picked up your catalog. I am thankful for the find. I remain a satisfied customer.

F. FRANZMAN
1793 E. 52nd St.,
Brooklyn, N. Y.

Best Varieties for Your Home Garden

(Selection approved by Lovett)

We have been very careful to eliminate from our list of varieties every sort which has not given us thoroughly satisfactory results, so that we feel we can conscientiously recommend to our patrons and prospective patrons each one of the varieties which we describe in this booklet.

Over 500,000 Pot-Grown Strawberry Plants Sold Annually

During the fifty years that Lovetts have made a specialty of Pot-grown Strawberries, millions of plants have been sold, and the great success that our customers have had is ample assurance that Pot-grown Strawberry plants are without question the best.

Over 50 Years of Strawberry Growing Experience

Replying to your kind favor of the 2nd inst., regarding Mastodon Strawberries, I wish to say that the plants just arrived and I have just finished putting them into the ground. They arrived in excellent condition and are very fine plants.

H. H. SMITH
Bay Shore, N. Y.

IT'S GREAT FUN TO PICK YOUR OWN

EARLY JERSEY GIANT

Three Super-sized Van Fleet Hybrids

Recommended by Lovett for the Home Garden

THE three Strawberries offered here are developments of the late Dr. Van Fleet, whose remarkable achievements in hybridizing are known throughout the world. During his lifetime of experimental work he produced thousands of new Hybrid Strawberries, using not only the better American varieties but also the finest European sorts for parent plants. In these three Strawberries we offer all of the finest characteristics of Strawberries that have been developed to the greatest extent. Their strong constitution, prolificacy, appearance, exceptional high quality and marvelous aroma place these berries in the forefront of present day Strawberry varieties.

Early Jersey Giant

The Early Strawberry Without a Fault

WITHOUT question the earliest fruiting variety, outclassing all others in size, attractive color and superb flavor. Unlike other early varieties this berry is of unusual size, by far the largest, and is of brilliant scarlet-crimson color. They are extraordinarily rich in aroma and of delicious flavor. The plants are strong growers, with an unusually heavy yield of berries.

Pot-grown Plants, $1.25 per dozen;
$8.00 per 100.

John H. Cook

The Variety for Everybody's Garden

This is an early variety, although not as early as the Early Jersey Giant. In growth, constitution and other worthwhile qualities it is unexcelled; valuable as a market variety as well as for home use; unusually fine flavor with excellent color and firm flesh.

Pot-grown Plants,

$1.50 per doz.; $10.00 per 100.

JOHN H. COOK

Edmund Wilson

The Giant Strawberry

EDMUND WILSON

Although, undoubtedly, this is the largest Strawberry in existence, none of the other qualities that go to make a fine Strawberry are lacking. The fruit is of exceptional quality, perhaps not so firm as some other varieties, but it is unexcelled for the home garden and home consumption. The blunt, heart-shaped berries are of very dark color throughout, extremely juicy and of superb flavor. The plants are exceptionally large and vigorous; ripens in mid-season.

Pot-grown Plants, $1.50 per dozen; $10.00 per 100.

SPECIAL OFFER

36 Van Fleet Hybrid Plants

12 Early Jersey Giant
12 John H. Cook
12 Edmund Wilson
All for $4.00

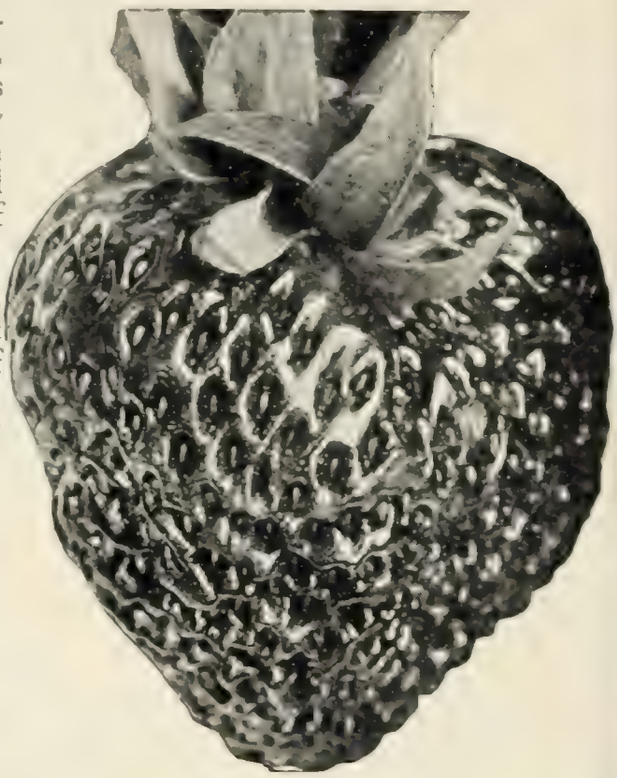
25 of each $7.50

June-Bearing Strawberries

Pot-Grown Plants $1.00 per doz., $7.00 per hundred, except as noted. On orders calling for 500 plants or more of any one variety or several varieties (not less than 50 of a kind) we will grant a special discount of 10% from our hundred rate.

BARRYMORE. Midseason to late. Large, bluntly conical berries of fine appearance. They are a rich dark crimson in color, with deep red flesh, firm, meaty and of excellent flavor.

BIG LATE. Very late. One of the handsomest of all Strawberries; of perfect shape, glossy red, with prominent yellow seeds. These are strong, erect plants which surpass in productiveness. Splendid shipper and keeper. Should be planted near some good pollenizer, such as Joe. **Pot-grown Plants, $1.50 per dozen; $10.00 per 100.**



BRANDYWINE

BRANDYWINE. Late. This favorite of California is large, globular and dark red through and through. Of excellent quality, with a sprightly flavor which is unsurpassed for home use, canning, or market purposes. Very firm and productive, thriving best on light soil, sandy or gravelly. On wet soil the berries are apt to dwindle in size as the season progresses.

BUN SPECIAL. Early to midseason. We are confident that this variety, when better known, will surpass Dunlap in popularity. It is equally good for the commercial market, for canning, or for table use. Yields heavily an amazing supply of large berries, which are nearly unequaled in quality. You cannot go wrong to sample a few of these promising plants.

BURGESS. One of the best late varieties. A vigorous grower, producing rich and handsome fruit of high quality. **Pot-grown Plants, $1.25 per dozen; $8.00 per 100.**

BUSHEL BASKET. Midseason. Winner of the Barry Gold Medal for excellence. More cannot be said for any Strawberry. **Pot-grown Plants, $1.25 per dozen; $8.00 per 100.**

CHARLES I. This is an extra early berry, being one of the first varieties to mature; produces large crops of evenly shaped berries of fine color and appearance. Extra heavy root system enables this variety to withstand drought better than other sorts.

This is just to tell you your order came a few hours before I left home on the 12th. All were in splendid condition.

MRS. KATE H. CARPENTER,
Covington, Ky.

June-Bearing Strawberries

(Continued)

Pot-Grown Plants $1.00 per doz., $7.00 per hundred, except as noted. On orders calling for 500 plants or more of any one variety or several varieties (not less than 50 of a kind) we will grant a special discount of 10% from our hundred rate.

CHESAPEAKE. Late. A vote of canners, market growers, or home users would undoubtedly prove that Chesapeake is the undisputed ruler of its period in popularity. No quality which adds to Strawberry satisfaction is lacking. The berry is beautiful in appearance, being very large, uniform in size and shape, and of a bright red, with no unsightly green tips. The flavor is simply delicious, either raw or canned, and, for a large berry, the flesh is unusually firm. The healthy foliage of this plant is very nearly frost proof. On fairly rich, loamy soil, with a bit of care this variety cannot fail to satisfy. **Pot-grown Plants, $1.25 per dozen; $8.00 per 100.**

COOPER. Early to midseason. Big, sweet berries over a long fruiting period. Succeeds best on well drained soil. **Pot-grown Plants, $1.25 per dozen; $8.00 per 100.**

DELICIOUS. Medium to late. A well-named variety of attractive appearance. Very productive and of superb quality. One of the best. **Pot-grown Plants, $1.25 per dozen; $8.00 per 100.**

EATON. A fine mid-season variety. The fruit is medium to large in size, even and uniform, with prominent yellow seeds and deep green calyx, making a very attractive appearance. For canning and preserving it has no superior. Produces a super-abundance of berries. **Pot-grown Plants, $1.25 per dozen; $8.00 per 100.**

GANDY. Late. One of our own introductions of many years ago, which has met with a surprising success as a late berry. It is unsurpassed as a market sort, since it combines firmness with attractiveness. Fruit is extremely large, of perfect shape, and very uniform. The bright green caps add materially to its appeal. It succeeds best on heavy soil.

GLEN MARY. Midseason. An old standard variety which is familiar to most Northern growers. On light, sandy soil Glen Mary is unequaled in productiveness, and the fruit borne is large and firm. These berries are of irregular shape, but their quality is among the best. Should be planted near a good pollenizer such as Joe.

The plants all arrived in good condition, and were entirely satisfactory. Thanking you for your prompt attention.

MISS HELEN F. STONE,
Chillicothe, Ohio.

My strawberry plants are doing fine. They were very good plants. Thanks.

MR. J. J. VANDERWORKER
Laceyville, Pa.

June-Bearing Strawberries

(Continued)

Pot-Grown Plants $1.00 per doz., $7.00 per hundred, except as noted. On orders calling for 500 plants or more of any one variety or several varieties (not less than 50 of a kind) we will grant a special discount of 10% from our hundred rate.

HOWARD 17. Actually, Howard 17 and Premier are identical. Fruit is light red, large, and of excellent quality. Early.

HOWARD No. 17

HUNDRED DOLLAR. Midseason. The light scarlet berries of this variety are produced in great profusion, making it a nation-wide success.

You don't need a farm to grow sweet ripened Strawberries — a few square feet of planting space will yield a surprisingly fine lot of fruit.

JOE. Ripening just after Chesapeake, this attractive berry equals its predecessor in size, firmness, and yield. It is of better color and flavor, and succeeds upon all soils. Joe is the leading Eastern berry of its period, both for market and home consumption. A good looking, good tasting, healthy Strawberry.

JUDITH. An early variety, with a long bearing season, large, well-flavored berries of uniform size. Deep red color permeates entire berry. Firm, juicy; an ideal variety for home and market. **Pot-grown Plants, $1.25 per dozen; $8.00 per 100.**

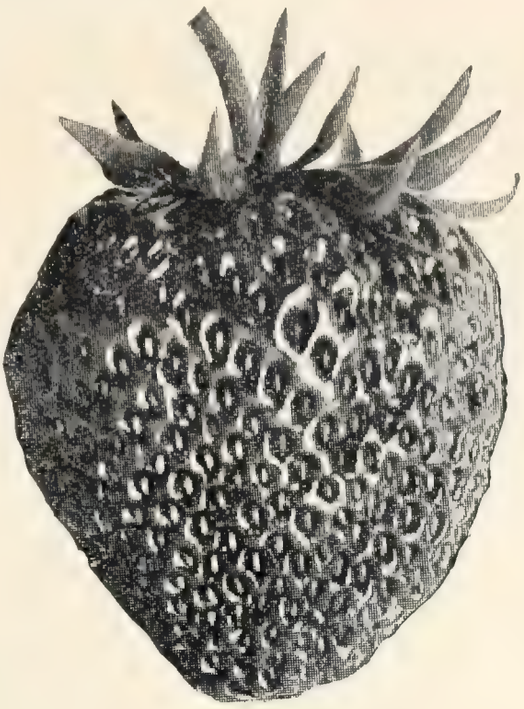
JUMBO. Midseason. Plants are large and healthy, fruit large and well colored; produces extra sized crops on poor soil. Does better in Northern states. Fine for market and home use. **Pot-grown Plants, $1.50 per dozen; $10.00 per 100.**

LUPTON. Lupton is quite a bit like the Gandy, but much more productive, and five or six days earlier. It is a great commercial berry, certainly one of the most popular in New Jersey. It is one of the most beautiful of all berries, being large and of perfect shape. Its firmness renders it valuable for distant shipment, and this, added to its attractiveness, gives it a leading place among market berries.

Pot-Grown Plants $1.00 per doz., $7.00 per hundred, except as noted.

MARSHALL. Mid-season. An aristocrat which, given a bit of care, will produce the very acme of berry perfection. Berries are very large, dark glossy crimson, and of the finest flavor. One of the best varieties to force under glass in winter.

MC KINLEY. Mid-season. A berry for the home; handsome, juicy and delicious.



NEW YORK

NEW YORK. Mid-season. The sweetest of all Strawberries. The fruit is extremely large and well colored, and the plants are healthy and productive, succeeding on very poor soil. An all around berry which has given satisfaction wherever it has been sampled.

NICK OHMER. Medium late. An old favorite. Berries are large, handsome, glossy red, globular in shape, with bright green caps. For home or market.

PAUL JONES. A midseason variety. Produces tremendous crops of medium size, dark red, fair quality berries. A very productive sort, thriving under nearly all conditions. **Pot-grown Plants, $1.25 per dozen; $8.00 per 100.**

PEARL. The latest June bearer of quality. Berries are a trifle irregular, but extra large and of perfect flavor. Excellent for prolonging the berry season. **Pot-grown Plants, $1.50 per dozen; $10.00 per 100.**

PREMIER. Among the best early Strawberries, possessing absolutely no weaknesses or faults. It is an immensely prolific producer of large, perfect berries, over an extra long bearing period. These berries are of the finest quality, color, texture, and flavor. Premier is very nearly frost proof, and its berries are firm enough to stand distant shipment. It is the most profitable early variety, producing as many as sixteen thousand quarts of berries an acre during its season. It has been justly popular for a long time.

LOVETT'S HOME GARDEN COLLECTION

This carefully selected list of strong pot-grown plants will bear you delicious fruit through late spring, summer and fall.

Early Jersey Giant—Our best early.
New York—A prize winning mid-season.
Lupton—Very best late season.
Mastodon (Everbearing)—Will challenge them all.

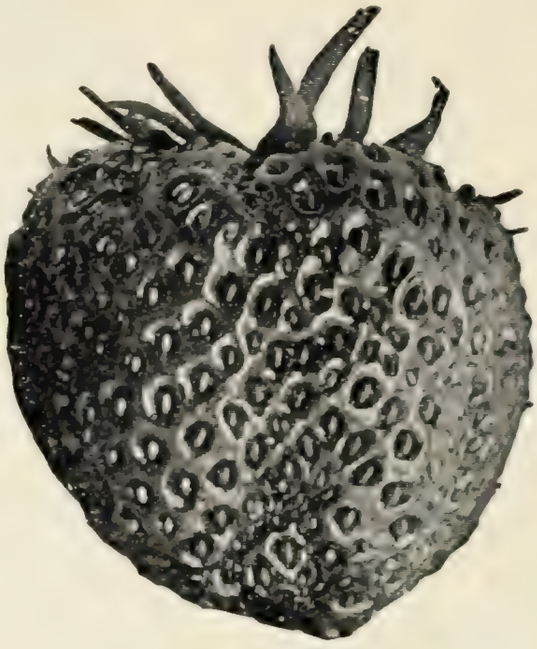
12 Plants of Each Variety ..... $ 5.00
25 Plants of Each Variety 9.00
50 Plants of Each Variety 16.00

June-Bearing Varieties

(Continued)

Pot-Grown Plants $1.00 per doz., $7.00 per hundred, except as noted. On orders calling for 500 plants or more of any one variety or several varieties (not less than 50 of a kind) we will grant a special discount of 10% from our hundred rate.

ROYAL SOVEREIGN. An imported berry, early to mid-season. The genuine plants of this sort are quite scarce. It is mainly used for forcing under glass in the winter, though as a June bearer it is very successful and satisfactory. **Pot-grown Plants, $2 per dozen; $12 per 100.**



ROYAL SOVEREIGN

SENATOR DUNLAP. Early mid-season. This is the "lazy man's berry," needing little or no care, on account of its vigor and health. It is the favorite canning variety among housewives and canning factories alike. Berries are large and a bright red, borne in profusion. Dunlap produces a successful crop of well-flavored fruit over a wider range of soils and climates than any other berry.

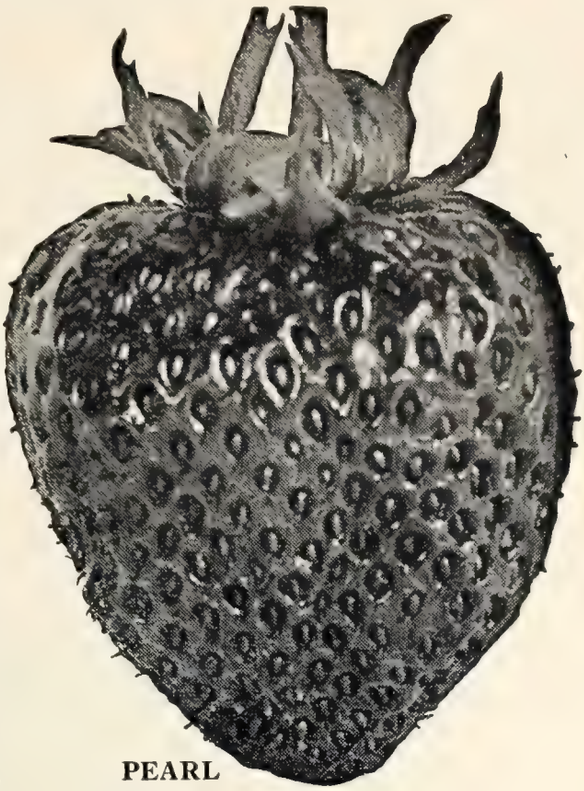
You'll never know the joy of this ripened fruit until you grow your own

Pot-Grown Plants $1.00 per doz., $7.00 per hundred, except as noted.

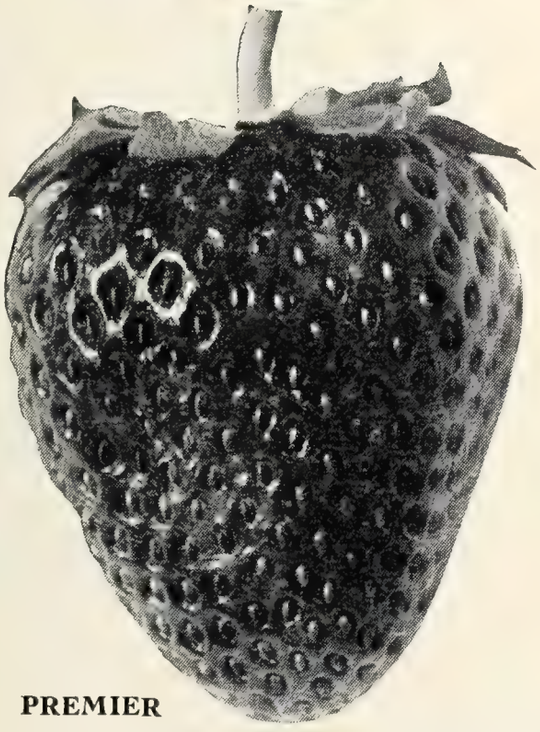
SHARPLESS. A late season variety. This is one of the first berries grown in a commercial way, and is a favorite among Strawberry growers everywhere. It is a strong, healthy grower and produces large berries of exceptional quality; this is a fine variety for forcing under glass.

SUCCESS. Early. Light, bright scarlet berries borne in wonderful yields on any soil. Plants are strong, healthy growers. Excellent for home consumption.

WILLIAM BELT. Midseason to late. This berry constitutes a standard quality unsurpassed for the home garden. Fruit is large and irregular in shape, a bright handsome red in color, very productive, and a good shipper.



PEARL



PREMIER

The Strawberry plants I bought of you last Fall are sturdy and wonderful. We did not lose one, and the Mastodons are now covered with great clusters of large delicious berries.

MRS. L. T. BOYD,
Milwaukee, Wis.

PLANT POT-GROWN STRAWBERRIES FOR QUICK RESULTS

Strong, Fibrous Roots ready to take hold quickly in new locations.

EVERBEARING

Mastodon

Champion

Progressive

MASTODON—Best of All Everbearing Sorts

JUST AS JUICY AND SWEET AS THEY ARE BIG

MASTODON. Like its prehistoric namesake, the Mastodon Strawberry looms above all others in desirability. This new berry has swept the country like a cyclone from coast to coast, spreading satisfaction in its wake. It is the only Everbearer that will produce a quantity of LARGE berries. It is the most productive of all Everbearers, with a June crop that challenges most of the contemporary varieties, and a fall crop that extends into December. The fruit is not only huge, but remarkably attractive with its deep red color, and the plants are rugged and sturdy, sure of production. Unlike a good many large berries, Mastodon is firm in texture and may be shipped a great distance. There is little wonder that it is the Strawberry of today.

Pot-grown Plants, $2.50 per dozen;
$15.00 per 100.

STRAWBERRIES

CHAMPION. The vigor and hardiness of this variety are remarkable. It is a prolific bearer of well-shaped, dark red berries of a wonderful flavor. Next to Mastodon in popularity, and justly so, for it is an improvement even on the old favorite, Progressive.

Pot-grown Plants, $1.50 per dozen; $10.00 per 100.

PROGRESSIVE. The oldest successful Everbearer. Berries are a rich red clear through, borne in profusion early in June and late in the fall. This fruit is of splendid quality, and will stand more neglect than any other variety. A home berry, being too soft to ship successfully.

Pot-grown Plants, $1.25 per dozen; $8.00 per 100.

Big Dishes of Big Berries

THREE TIMES A DAY

From Early June Until Freezing Weather

There are thousands of homes enjoying Mastodon berries all during the growing season. You can have them on your table three times a day. What a treat it is to have fresh berries any time you want them and what a convenience it is to the housewife. No trouble to plan the dessert part of your meal when you have 100 of Lovett's Super-Mastodon plants growing in your garden.

PROGRESSIVE
The first successful everbearing strawberry grown.

Ever-Bearing Strawberries

THROUGH the development of Ever-Bearing Strawberries, the bearing season has been greatly lengthened, for two bountiful crops a year may be harvested from these "Ever-Bearing" sorts. With the exception of Mastodon, Fall-Bearing Strawberries average somewhat smaller than fruit of the June-Bearing varieties, but in quality and aroma the Everbearers equal and often surpass the average June variety.

The size of the berries can be increased, if desired, by hill culture. Cultural directions for "Ever-Bearing" Strawberries are no different than for "June-Bearing" varieties except that if a large fall crop is desired the blossoms should be continually removed until after the middle of July. The fact that two crops of Strawberries may be harvested from "Ever-Bearing" plants, if the grower desires, makes the "Ever-Bearing" Strawberries an excellent investment, or if the grower desires only "Fall-Bearing" crops the higher prices that he can obtain are of great advantage from a commercial standpoint. You will note that we list only three varieties of "Ever-Bearing" Strawberries. Two of these, the Champion and the Progressive, have for years been the outstanding and most popular "Ever-Bearing" Strawberries. The Mastodon Strawberry is a recent development with qualities which have placed it in the forefront of Strawberries. We believe that this berry is without doubt the peer of any Strawberry now being grown.

LOVETT'S SPECIAL EVER-BEARING COLLECTION

(Pot-grown)

Here is a collection of the three best Everbearing Strawberries, consisting of the following varieties:

12 Champion (Everbearing)
12 Progressive
12 Mastodon

Retail value of $5.25,
for only **$4.50**

25 Champion (Everbearing)
25 Progressive
25 Mastodon

Retail value of $10.92,
for only **$8.00**

Here is your opportunity to plant a garden of Ever-Bearing Strawberries at little expense.

Successful Strawberry Gardens

STRAWBERRY plants are not difficult to grow; they adapt themselves readily to a great variety of soils and climates. Small wild sorts are found near the Arctic Circle, and Strawberry growing in Alaska is on a large commercial scale. In the temperate zone they do well in any good substantial garden soil, clay or loam, that holds an abundance of humus or other quickly available plant food.

The bed should be dug and thoroughly cultivated to a depth of 12 to 14 inches. Incorporate with the soil rotted leaves or well rotted manure of any kind. Fresh manure should be avoided because it usually holds grub worms. After cultivating scatter bone meal at the rate of 100 pounds to each bed 15 by 50 feet, raking it well into the surface.

The plants should get a minimum of six hours of sunshine each day, and this should be kept in mind when locating the beds.

Heavy soils will bear abundant crops providing the drainage is satisfactory. On lighter soils the bed may require extra irrigation. If there is any choice to be made the heavy soil is to be preferred, as results will be more positive with less care and attention.

Care Required for Best Results

THE Strawberry plant seems to be exceptionally responsive to care and attention and extraordinary precautions to insure their growth will be well repaid. Upon arrival, unpack at once and place them in a shady spot, then sprinkle them lightly with water; as evening approaches, take them where the ground is prepared and just before planting dip each root ball in a pail of water.

In the home garden, plants may be set in rows two feet apart with the plants a foot apart in the row. Where horse cultivation is employed, place the rows three feet apart; cut off all runners as they appear. Or if you prefer matted rows, allow 3½ or 4 feet between the rows; this will give larger crops on rich soil. Regardless of the cultural method used, the plants should be set a foot apart in the row. As the mid-summer sun is very hot, for the first two or three days after planting, it is well to shade the plants in some manner during the hottest part of the day.

Our Husky Pot-grown Strawberry Plants Can Be Depended Upon to Give Prompt and Thoroughly Satisfactory Results.

Choosing the Best Varieties

THE time of bearing of the various sorts listed in this booklet–**Early, Mid-season, Ever-Bearing and Late.** For the heaviest crops **"The June-Bearing Varieties"** yield fruit some weeks ahead of the late varieties and gives an abundant crop in a short period of time.

Fall or Ever-Bearing Varieties

are recommended for a continuous yield and our special offer on page 16 **Lovett's Special Ever-Bearing Collection and page 11 Lovett's Home Garden Collections.**
For the home garden three varieties should be planted, viz., **Early, Mid-season and Late,** a dozen or more varieties should be planted to judge the merits of each variety.

Ever-Bearing Varieties

Can be depended on to furnish fruit almost continuously from early June to freezing weather.

Well Rooted, Light Balls of Soil that Transplant Well.

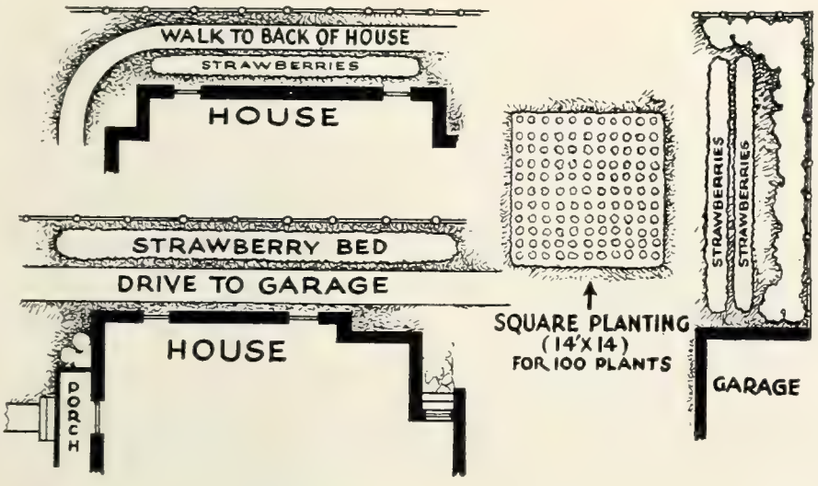
Care After Planting

As all gardeners know, the most important rule for success is to keep out weeds. This is very important with Strawberries. Go over the bed once a week with a good sharp hoe which will not only cut out the weeds, but will also loosen the soil, preserve the moisture and stimulate growth. When freezing weather comes on in the fall the plants should be mulched with coarse manure, which will serve the purpose of preventing the alternate freezing and thawing of the soil and will also enrich the bed. Care should be taken that a light covering only be applied and should never consist of wet or otherwise heavy material. Too deep a mulch or too heavy material has a tendency to cause the crowns of the plants to decay.

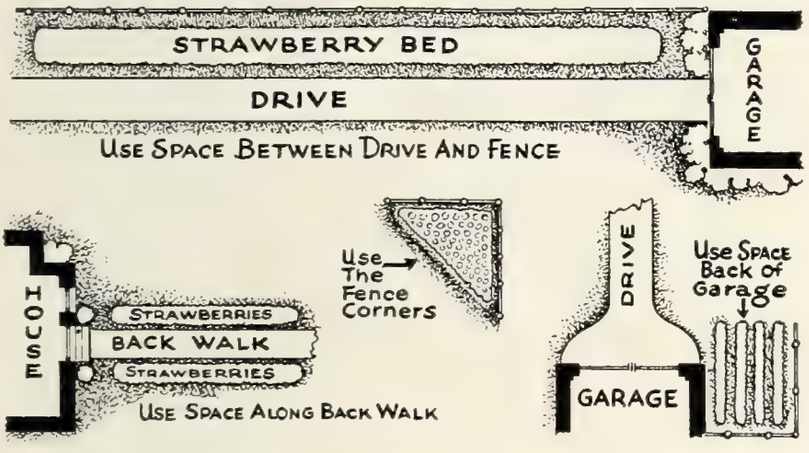
No Special Soil or Care Required

In Every State Lovett's Pot-Grown Strawberries Grow, Thrive and Bear Abundantly

There is Always Room in Your Garden to Plant Strawberries



Showing Planting Space Available For Strawberries



Along the Driveway, Behind the Garage, or on the Back Walk, Strawberries Will Yield Their Luscious Fruit

Along the Driveway or in Groups there is Nothing so Beautiful as These Colorful Iris.

IRIS (Fleur-de-Lis)

(Commonly Known as Garden Orchids)

A PLANTING SUGGESTION

Place neck of each root level with the surface of the ground.

Varieties of Unusual Merit

Each, 25c; doz., $2.50.

FLORENTINA ALBA (Silver Queen)—Blooms very early; white, slightly shaded porcelain.
IRIS KING—Maroon and lemon yellow.
PALLIDA DALMATICA—Very tall; lavender blooms.
PURPLE QUEEN (Florentine Blue)—Earliest of all; rich purple.

OTHER VARIETIES

ALCAZAR—Bright mauve, with dark purple, shaded bronze.
CHAS. DICKENS (Orova)—Light violet, with indigo.
DELICATA—Delicate, straw tinted rose, with deep lilac.
GRACCHUS—Delicate yellow, striped wine red.
H. CRAMER—Deep celestial blue, with Yale blue; tall, early.
LIZZIE—Deep lemon yellow, with velvety crimson.
QUEEN OF MAY (Rosy Gem)—Bright rosy lilac.
SIR ROBERT PEEL (Zephyr)—Blue.

All above, each, 15c; dozen, $1.50; 100, $10.00.
Varieties Mixed, each, 12c; dozen, $1.25; 100, $7.50.

LOVETT'S "RAINBOW" COLLECTION OF LIBERTY IRISES

To further popularize the growing of this charming class of hardy plants we offer **6 plants each of the following six varieties—36 plants in all for $3.00.** Here is what we'll send:

6 each of Queen of May; Sir Robert Peel; Gracchus; Delicata; H. Cramer; Chas. Dickens.

See description above and order as Lovett's Rainbow Collection.

Mixed Japanese Iris

These mixed Japanese Iris should not be confused with the usual ordinary ones that are so frequently seen. The parent plants from which the seed was collected which produced them were all of select and high priced varieties, consequently the mixture which we offer is especially fine. Splendid strong roots, each, 20c; dozen, $2.00; 100, $14.00.

Imperial Japanese Iris

The individual flowers are of truly enormous size (6 to 8 inches in diameter); of the most gorgeous and richly varied colors imaginable. Blooming season, June-July. Japanese Iris give best results when planted in fertile, and preferably fairly heavy soil.

DOUBLE WHITE (Gold Bound)—Six large, open, milk white petals, deep yellow at base.

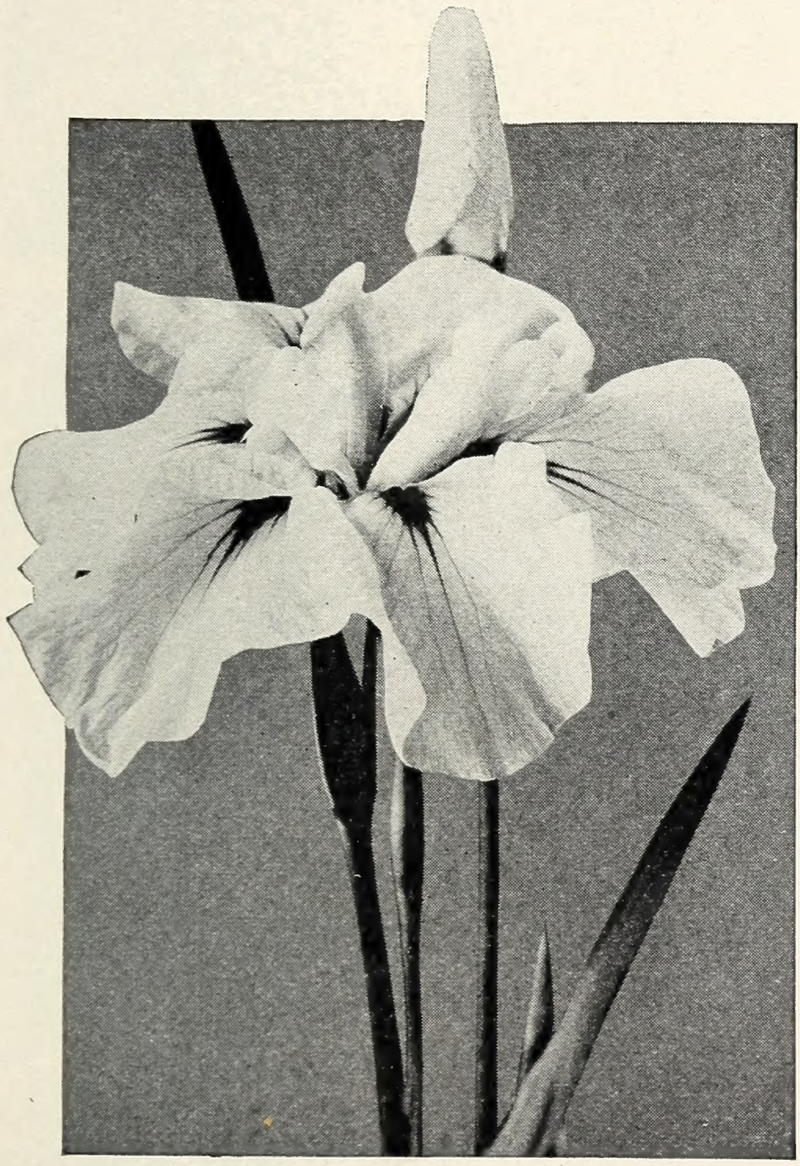
PEACOCK—Nine large, overlapping petals; violet purple, veined with white.

PURPLE AND GOLD—Rich violet purple, with showy golden throat. Double flower. Early.

PYRAMID—Nine large petals, indigo blue, veined white.

STELLA—Three violet petals, veined white.

Strong roots, 40c each; doz., $4.00; 100, $30.00.



JAPANESE IRIS

Peonies Always Make a Colorful Display

PEONIES

Among the most hardy, showy, and easily grown of all garden flowers; the plants are practically immune from the attacks of insects or diseases; the flowers are the largest of all double-flowering perennials, and each succeeding year adds to the vigor of the plant and to the abundance and perfection of the blooms. The varieties that we name below we have selected with great care as being excellent specimens of the types and colors they represent.

Price all varieties of Peonies:
75c each; dozen $7.50; $50 per 100, except as noted.

AUGUSTIN D'HOUR. Brilliant rose red, large, flower. Early, best red for cutting.

BARONESS SCHROEDER. Very large, globular, rose type. Flesh-white fading to milk-white. Very fragrant. Tall, strong growth, very free bloomer. One of the finest Peonies grown. Midseason. **Each, $1.00.**

DUCHESS DE NEMOURS. Crown type, very early; sulphur white, very distinct Peony.

EDULIS SUPERBA. Crown type, very early; called by many the Decoration Day Peony. Mauve pink, with silvery reflex.

Peonies (Continued)

EUGENE VERDIER. Light hydrangea pink, center deeper with yellow tints. Erect, strong grower, medium height, mid-season.

FELIX CROUSSE. Rose-type, late mid-season, large, globular flowers shading to ruby red. **Each, $1.00.**

FESTIVA MAXIMA. Pure white, with dashes of blood-red at center. Early. One of the finest.

FLORAL TREASURE. A strong, tall, upright grower, producing pale lilac-rose, fragrant flowers in great abundance. Splendid for cutting.

FRANCOIS ORTEGAT. Semi-rose type, mid-season; deep crimson blooms, with golden yellow anthers.

GERMAINE BIGOT. Very large, medium compact, flat crown. Pale lilac-rose, center prominently flecked crimson. Strong, erect, medium height, free bloomer. Mid-season.

GLORY DE BOSKOOP. Rose type, mid-season; white, splashed with crimson pink.

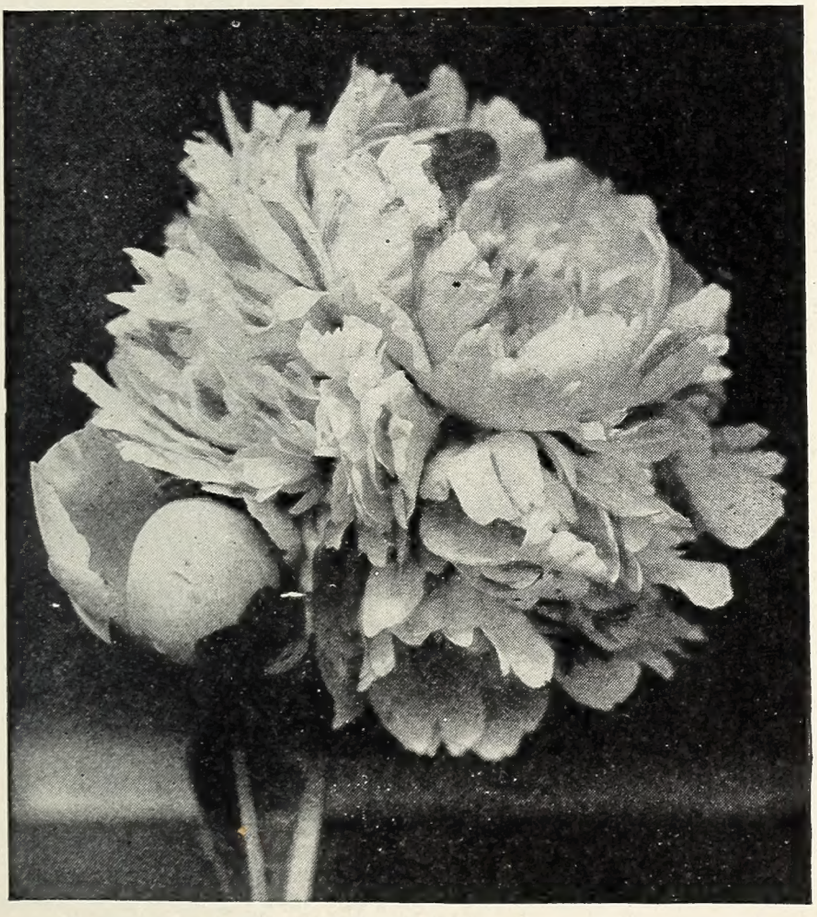
KARL ROSEFIELD. Very large, globular, compact, semi-rose type. Dark crimson. Very strong, tall, compact grower and free bloomer. Mid-season. A very brilliant and striking variety.

MADAM DUCEL. Light mauve-rose with silvery reflex. A strong, but not a tall grower. Fragrant.

MARIE CROUSSE. Soft salmon-pink, shaded a glossy, satiny-lilac. Most desirable Peony for cutting.

RUBRA SUPERBA. Deep carmine-crimson. Large, fragrant, rose type; medium height. Very late.

Price all varieties of Peonies: 75c each; dozen $7.50; $50. per 100, except as noted.



Lovett's Nursery Little Silver, N.J.

FOR over half a century Lovett's Nursery has stood as a standard of quality. We have adopted a policy of cooperation, both with nature and with our customers and that policy has met with gratifying approval and success.

Satisfied customers mean more to us than financial gain and we are glad to feel that we have established a confident and appreciative list of patrons who look to us for their Nursery stock year after year. This booklet lists only Pot-grown Strawberries, Peonies and Iris which are particularly adapted for mid-season planting. Our General catalog lists a comprehensive assortment of Roses, Shrubs, Perennials, Ornamental Trees, Fruit, Vines and Hedges.

A copy will be gladly sent upon request.